



Docket No. 0388-0020

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Lawrence F. GLASER

Serial No. 09/270,710

Filed: March 16, 1999

For: METHOD OF EMBEDDING

ADVERTISEMENTS IN

COMMUNICATION

) Group Art Unit: 3622

) Examiner: Yehdega RETTA

) CERTIFICATE OF MAILING

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RESPONSE

Honorable Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The Official Action mailed November 21, 2008, has been received and its contents carefully noted. Filed concurrently herewith is a *Request for One Month Extension of Time*, which extends the shortened statutory period for response to March 21, 2009. Accordingly, the Applicant respectfully submits that this response is being timely filed. The undersigned appreciates Examiner Retta's time in conducting a personal interview on January 7, 2009, during which the undersigned discussed the outstanding Official Action and rejections. The substance of the discussions is believed to be summarized in the arguments that follow. The Examiner agreed to consider the Applicant's remarks following the submission of this formal response.

Claims 27, 28, 31-36 and 38-52 are pending in the present application, of which claims 27, 48 and 50 are independent. Although the Office Action Summary excludes claims 50-52 from the list of pending and rejected claims, the Applicant notes that in the *Amendment* filed on February 19, 2008, claims 50-52 were merely withdrawn, not canceled. Accordingly, claims 27, 28, 31-36 and 38-52 are elected in the present application, of which claims 27 and 48 are independent. For the reasons set forth in